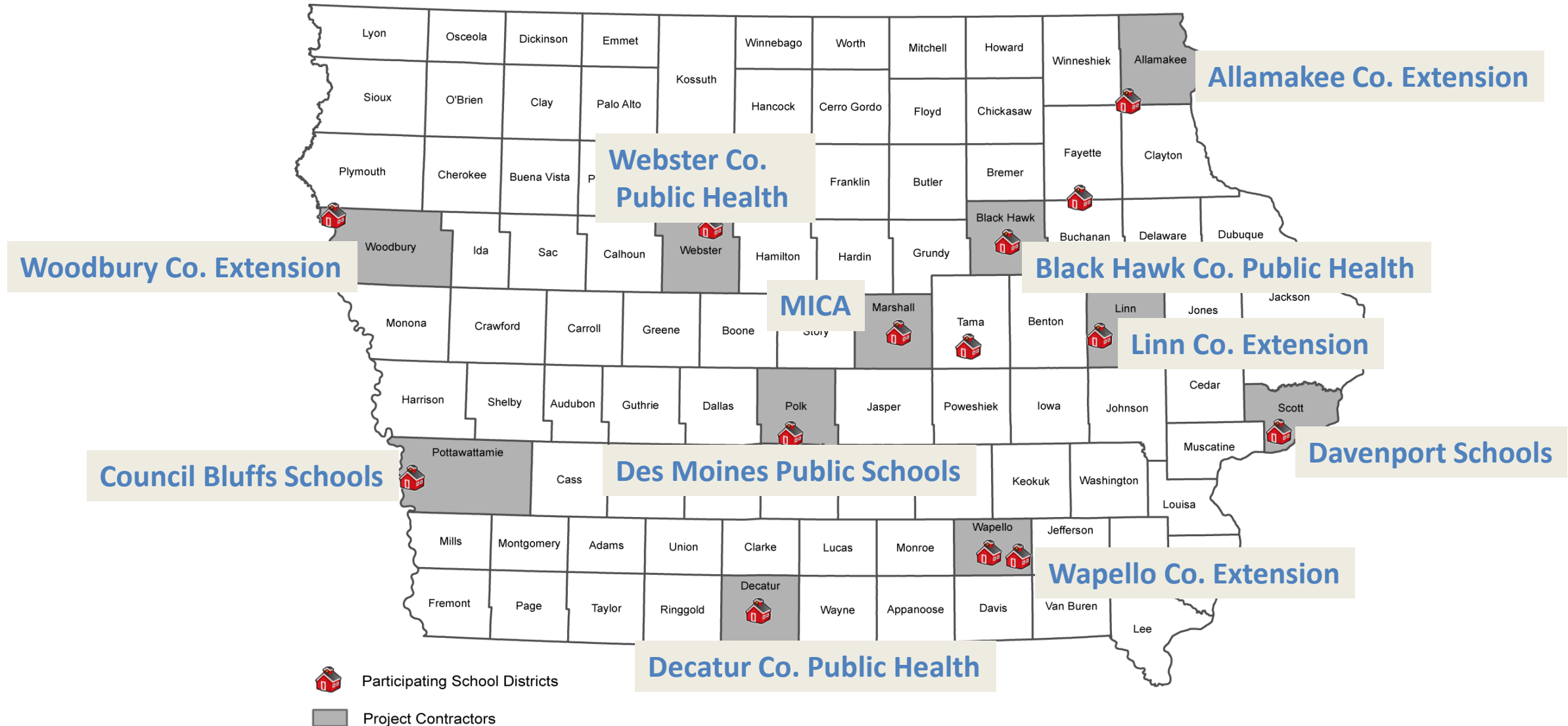


Iowa Nutrition Network School Grant Program Annual Training



Iowa Nutrition Network School Grant Project: 2016-2017 Contractors



Local Food Coordinators



Social Marketing



Goals and Objectives



PSE

Direct Education

Healthy Hispanic Retail

School Wellness Policy

Farm to School

INNSGP Goals

Elementary-age children will:

1. Increase consumption of fruits and vegetables.
2. Be physically active every day.
3. Consume fat-free or low-fat milk products every day.



SMART Objectives

S = Specific

M = Measurable

A = Appropriate

R = Realistic

T = Time specific

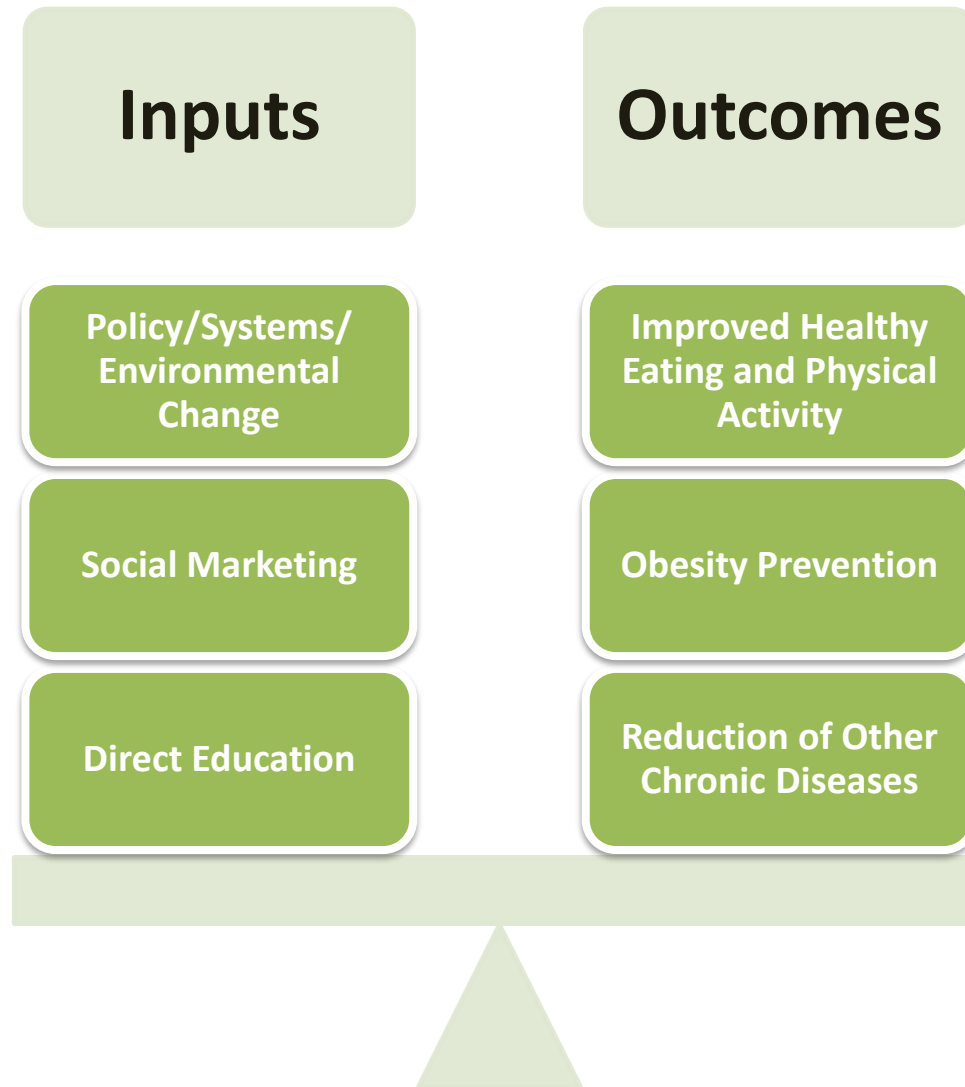
INNSGP 2017 Objectives

1. From October 1, 2016 to May 31, 2017, 3rd grade students' mean **preference score for fruits and vegetables** will increase significantly from baseline for at least 6 fruits or vegetables.
2. From October 1, 2016, to May 31, 2017, 3rd grade students' mean score to **ask someone in the family to buy their favorite fruit or vegetable** will significantly increase from baseline.
3. From October 1, 2016, to May 31, 2017, 3rd grade students' mean score for **knowledge of best milk choice for kids** their age will significantly increase from baseline.

INNSGP 2017 Objectives

4. From October 1, 2016, to September 30, 2017, 50% of contractors (n=11) will have made **one change in the school wellness policy** related to nutrition and physical activity or in school practices and environment related to **farm to school activities**.
5. By June 30, 2017, marketing agency (TBD) will have completed formative evaluations for **revamping** Pick a **better** snack™, *Play Your Way*, and *Their bodies change* campaigns.

SNAP-Ed



Direct-Ed

What's New?

- 3rd grade student evaluation and fidelity survey
- Bingo card Q&A
- Family newsletters
- Final Year 1 lessons
- Drop-shipped incentives and stickers



MOM TO MOM

Recently I've noticed how many more fruits and vegetables my two oldest children are willing to eat. My oldest has tried many fruits and veggies at preschool as part of the Pick a better snack™ program and he likes some that I'm not sure I've tried. It's rubbing off on all of us. My toddler can't get enough broccoli! I am happy to buy one new thing each week to encourage their adventurous eating and I know it will pay off as they grow up.

~Erin, Mom of three in Iowa



REAL QUESTIONS. EXPERT ANSWERS.

Q What are ways to cut my grocery bill?

A

- Plan your meals and snacks for the week.
- Make a grocery list from your plan, and only buy what's on the list.
- Avoid aisles or stores where it's easy to make impulse buys.
- Choose items on sale and don't shop when you're hungry.
- Compare the name-brand and store-brand items. Store-brands are often cheaper for the same nutrition.
- Avoid prepared items such as fruits and veggies that are already cut up. You get more for your money if you cut up the fruits and veggies at home.

FOR ANSWERS TO OTHER HOME AND FAMILY QUESTIONS,
CALL IOWA STATE UNIVERSITY'S ANSWERLINE AT 1-800-262-3804,
WEEKDAYS 9-4, OR EMAIL ANSWER@IASTATE.EDU.



Physical activity is important to get your children ready for future success. Physical activity is great for the brain, muscles, bones, the heart, and lungs. There are also lots of easy ways children can be active without equipment.

- Make an indoor bowling alley with homemade pins (made from empty cups or water bottles) and a small soft rubber ball.
- Try shooting hoops with toys when cleaning up (shoot toys into a toy box) or shoot socks into a laundry "basket".
- Crank up the music and boogie down. Music can brighten a day and brings out laughter. What better way to have a great day than by holding a dance night with your family! Turn on the radio or CD player to your favorite music. Let kids take turns using a flashlight as a strobe light for a disco night. Teach children a dance from the past or do something goofy like playing the Limbo.

CHILD'S NAME

has played Pick a better snack™ bingo this month.

SIGNATURE

Lesson Essentials

Essential Lesson Elements:

- ☐ Physical Activity
- ☐ Knowledge
- ☐ Tasting
- ☐ Voting with thumbs
- ☐ Asking discussion

Send home:

- ☐ Bingo card
- ☐ Incentive for returned cards
- ☐ Family newsletter
- ☐ “Ask me about” sticker

Social Marketing

- Billboards
- Radio
- TV
- posters
- New marketing agency





Wash. Bite.

(How easy is that?)

Pick a **better** snack™



Funded by USDA's SNAP, an equal opportunity provider and employer, in collaboration with the Iowa Department of Public Health. Iowa Food Assistance can help you buy healthy food. Visit dhs.iowa.gov/food-assistance for more information.

Wash. Bite.

(How easy is that?)

Pick a **better** snack™



Funded by USDA's Supplemental Nutrition Assistance Program (SNAP) –
This institution is an equal opportunity provider.



Wash. Bite.

(How easy is that?)

Pick a **better snack**™



Funded by USDA's Supplemental Nutrition Assistance Program (SNAP) –
This institution is an equal opportunity provider.



Dip. Eat.

(How easy is that?)

Pick a **better snack**™



Funded by USDA's Supplemental Nutrition Assistance Program (SNAP) –
This institution is an equal opportunity provider.



Wash. Eat.

(How easy is that?)

Pick a **better snack**™



Funded by USDA's Supplemental Nutrition Assistance Program (SNAP) –
This institution is an equal opportunity provider.



Wash. Eat.

(How easy is that?)

Pick a **better snack**™



Funded by USDA's Supplemental Nutrition Assistance Program (SNAP) –
This institution is an equal opportunity provider.



Wash. Bite.

(How easy is that?)

Pick a **better snack**™



Funded by USDA's Supplemental Nutrition Assistance Program (SNAP) –
This institution is an equal opportunity provider.



PLAY YOUR WAY. ONE HOUR A DAY.



Funded by USDA's SNAP, an equal opportunity provider and employer, in collaboration with the Iowa Department of Public Health. Iowa Food Assistance can help you by healthy food. Visit <http://dhs.iowa.gov/food-assistance> for more information.



PLAY YOUR WAY. ONE HOUR A DAY.



Funded by USDA's Supplemental Nutrition Assistance Program (SNAP) – This institution is an equal opportunity provider.



PLAY YOUR WAY.
ONE HOUR A DAY.

Pick a better snack™



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PLAY YOUR WAY.
ONE HOUR A DAY.

Pick a better snack™



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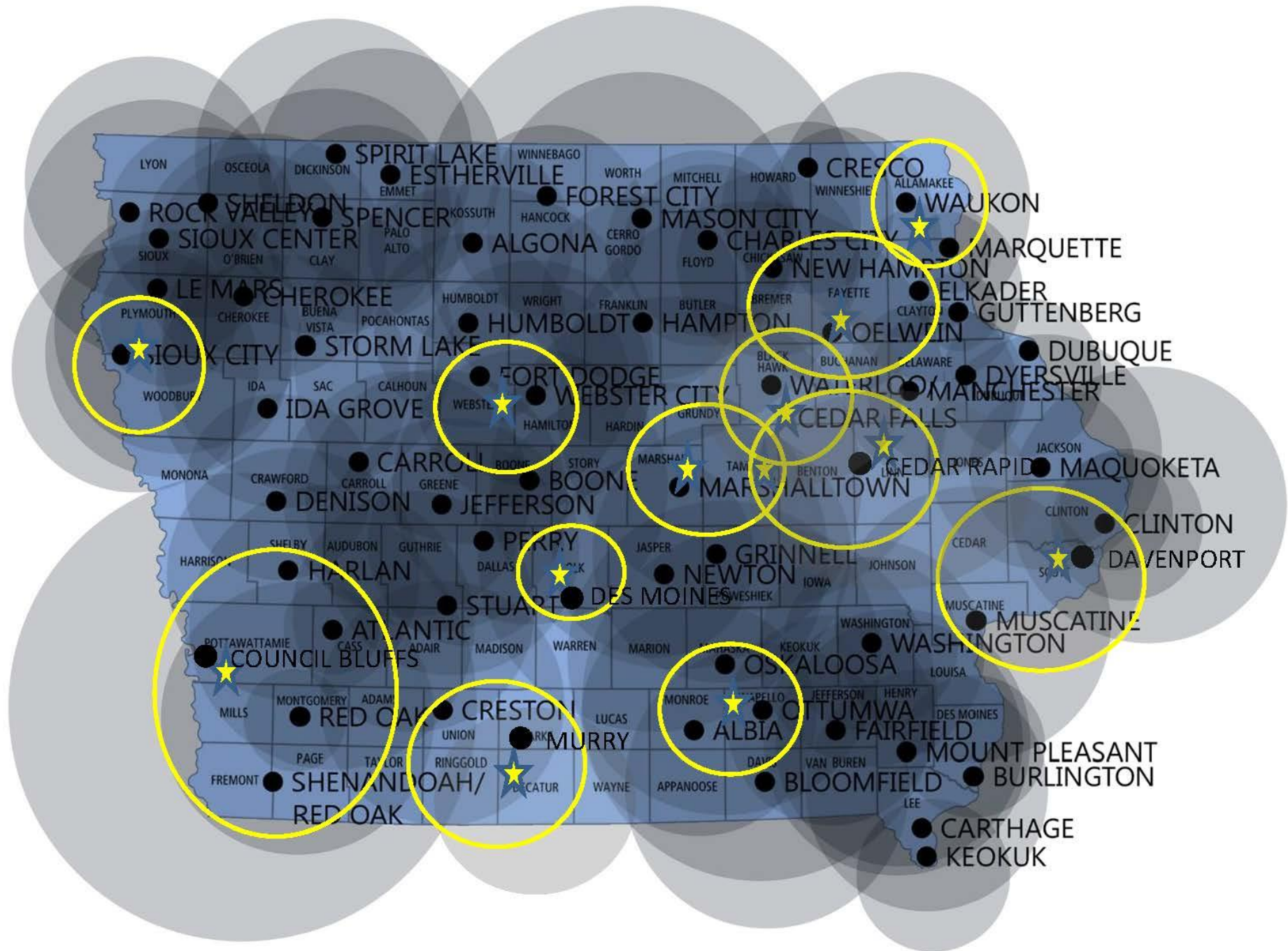


Radio Ads

Leveraged Funds (CDC and SNAP-Ed)

- [Pick a better snack](#)TM
 - Weeks of Nov. 14 & 21
 - Spanish too!
- Play Your Way. One Hour a Day.
 - Weeks of March 13 & 20
 - Spanish too!





IPTV Ads

Leveraged Funds (CDC and WIC)

- [Pick a **better** snack™](#)
 - November – January (13 weeks)
- [Their bodies change. So does their milk.](#)
 - March – May (13 weeks)
 - June – August (13 weeks)



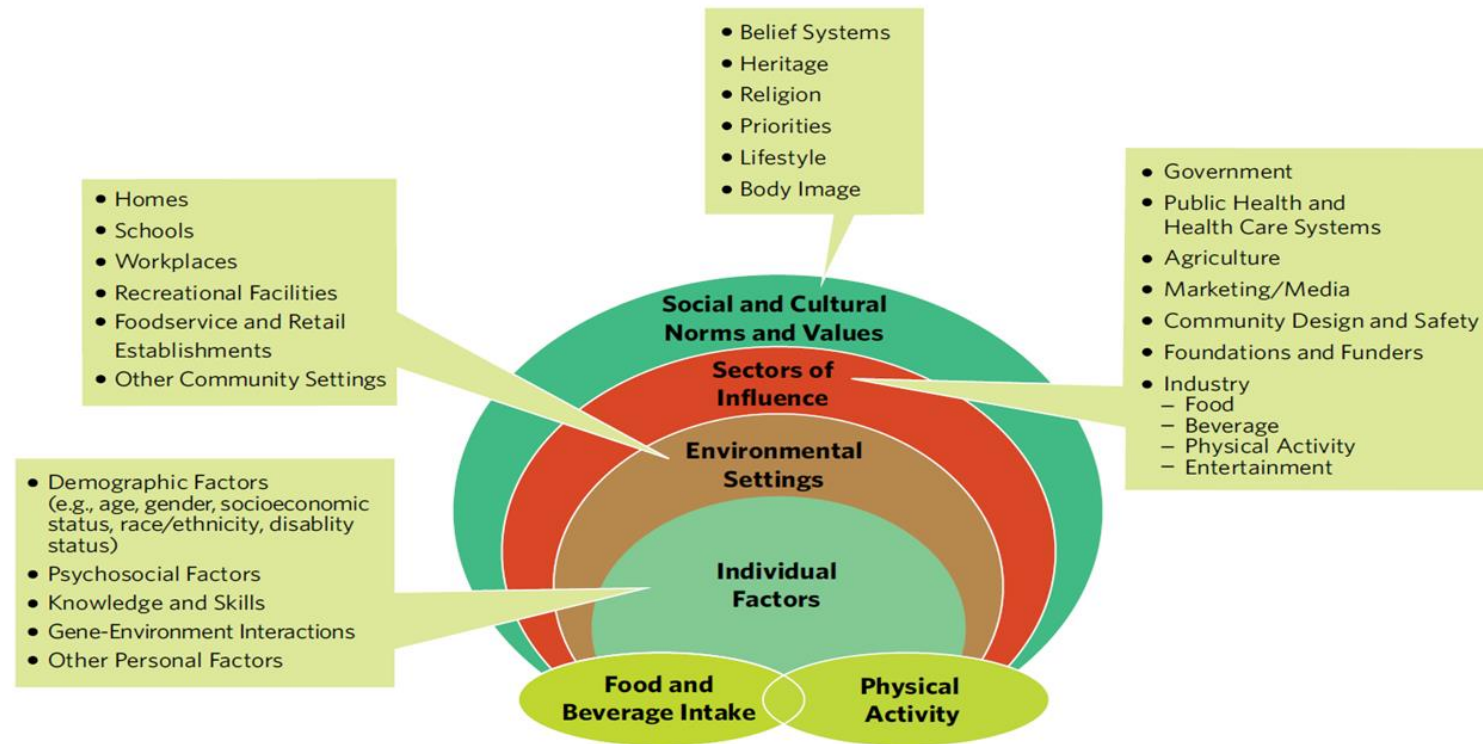
Retail



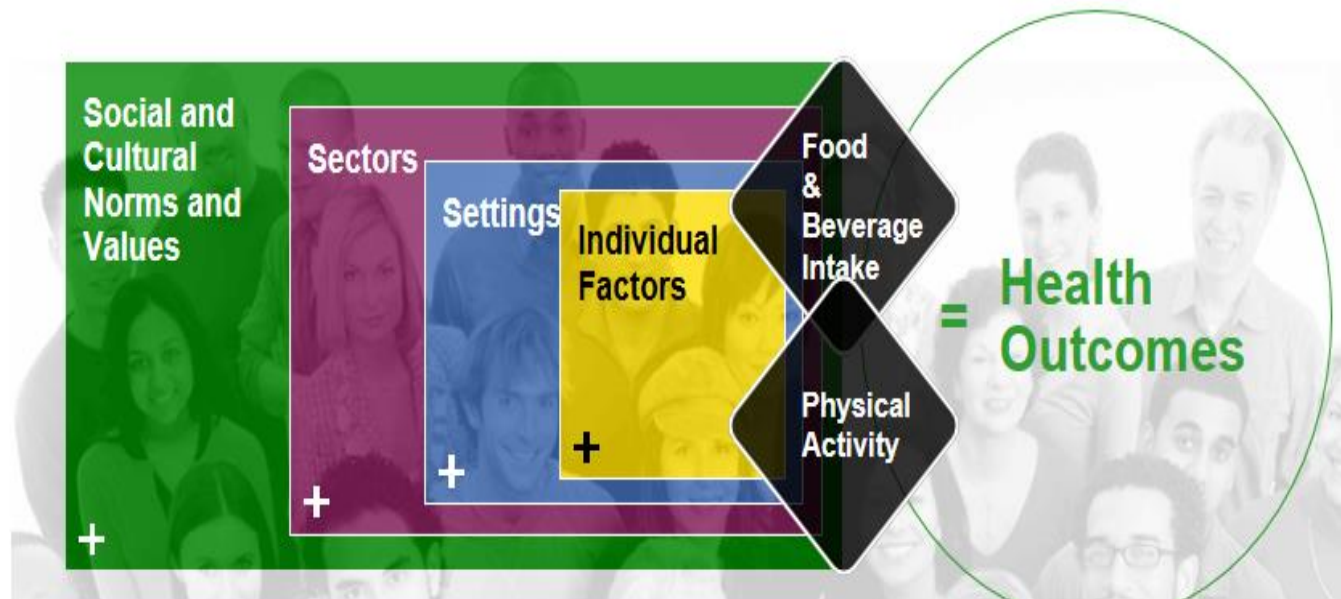
So Far.....

- Goals and objectives ✓
- Direct ed ✓
- Social marketing ✓
- PSE strategies

Old



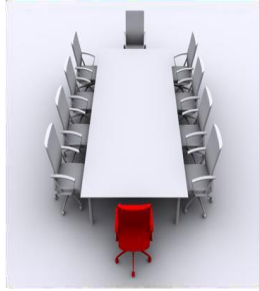
New



PSE Definitions

- **Policy**: A written statement of an organization position, decision or course of action.
- **Systems**: Unwritten, ongoing organization decisions or changes that result in new activities reaching large proportions of people the organization serves.
- **Environmental Change**: Includes the built or physical environments which are visual/observable, but may include economic, social, normative or message environments.
- **Programs**: Activities target to individuals or groups to change knowledge or behaviors, typically has a beginning and an end.

PSE Activities



School Wellness
Committee and Policy



Farm to School



Shop Healthy Iowa

School Wellness Committee/Policy

RDN Coaches

- Work with FS director &/or wellness contact
- Three support visits to school
- With FS director and committee, assess policy, create action plan, implement plan, evaluate implementation
- Technical assistance via phone, email
- Evaluate project



INNSGP Contractor

- Share opportunity with school
- Participate on committee as much as possible
- Support action plan, assist as able



Farm to School

Local Food Coordinators (LFC)

- Connect to six INNSGP projects
- Provide technical assistance to school for gardens and/or local food procurement
- Progress updates to INNSGP contractor
- Year-end summary report to school administrator and contractor
- Provide data for SNAP-Ed evaluation
- Attend three meetings/trainings

INNSGP Contractor

- With LFC, identify a minimum of 1 school/district
- Communicate with LFC
- Assist as able

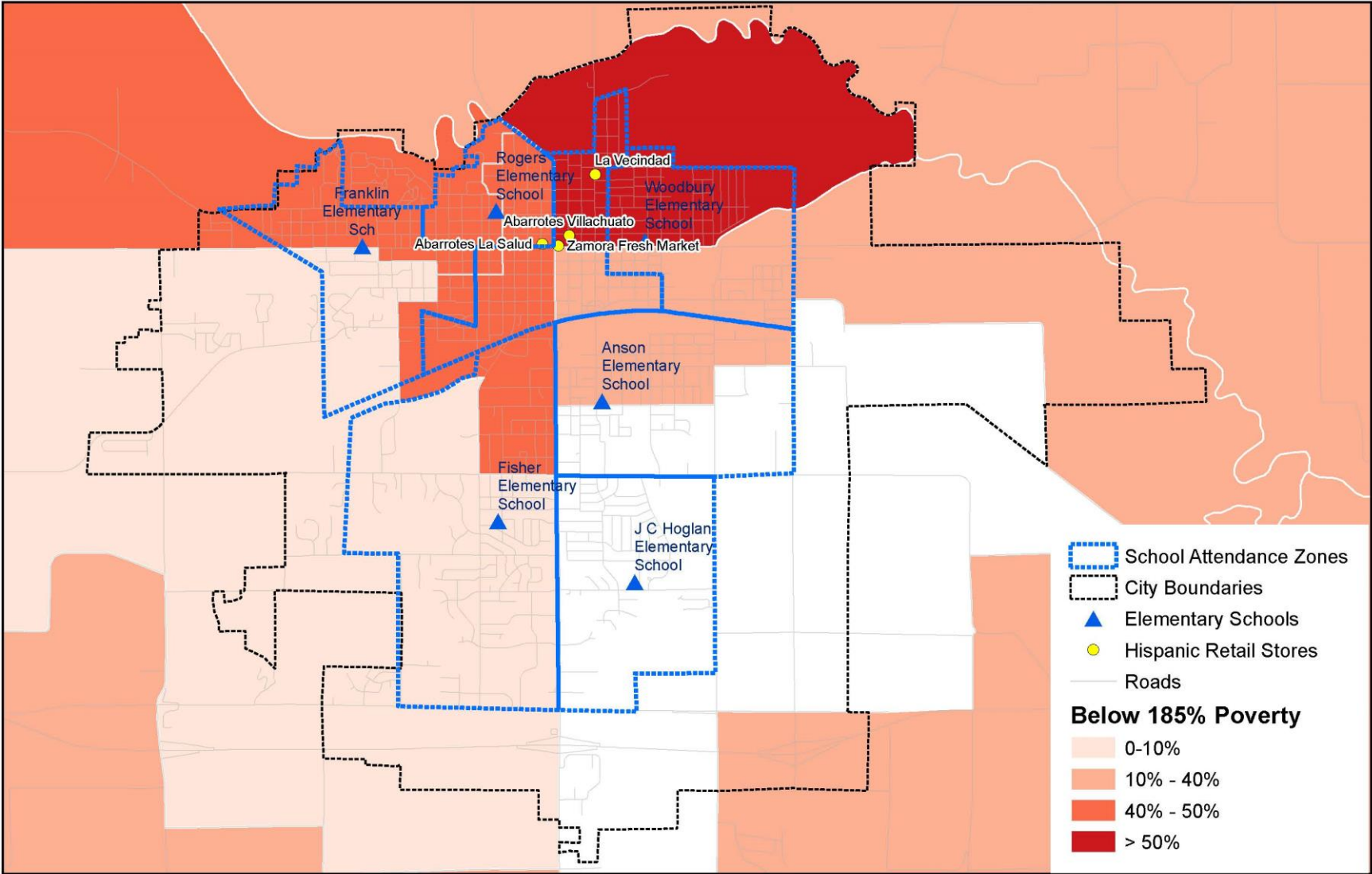


Latino Retail Initiative

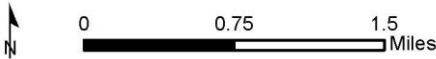
- Started as CDC-funded grant, 1305 Partnership
- Partners: ISU, ISUEO, U of I, IDPH
- Goal: Increase fruit and veg. sales
- Shop Healthy Iowa Toolkit
- Make changes to store layout, produce displays, marketing strategies, SNAP-certification



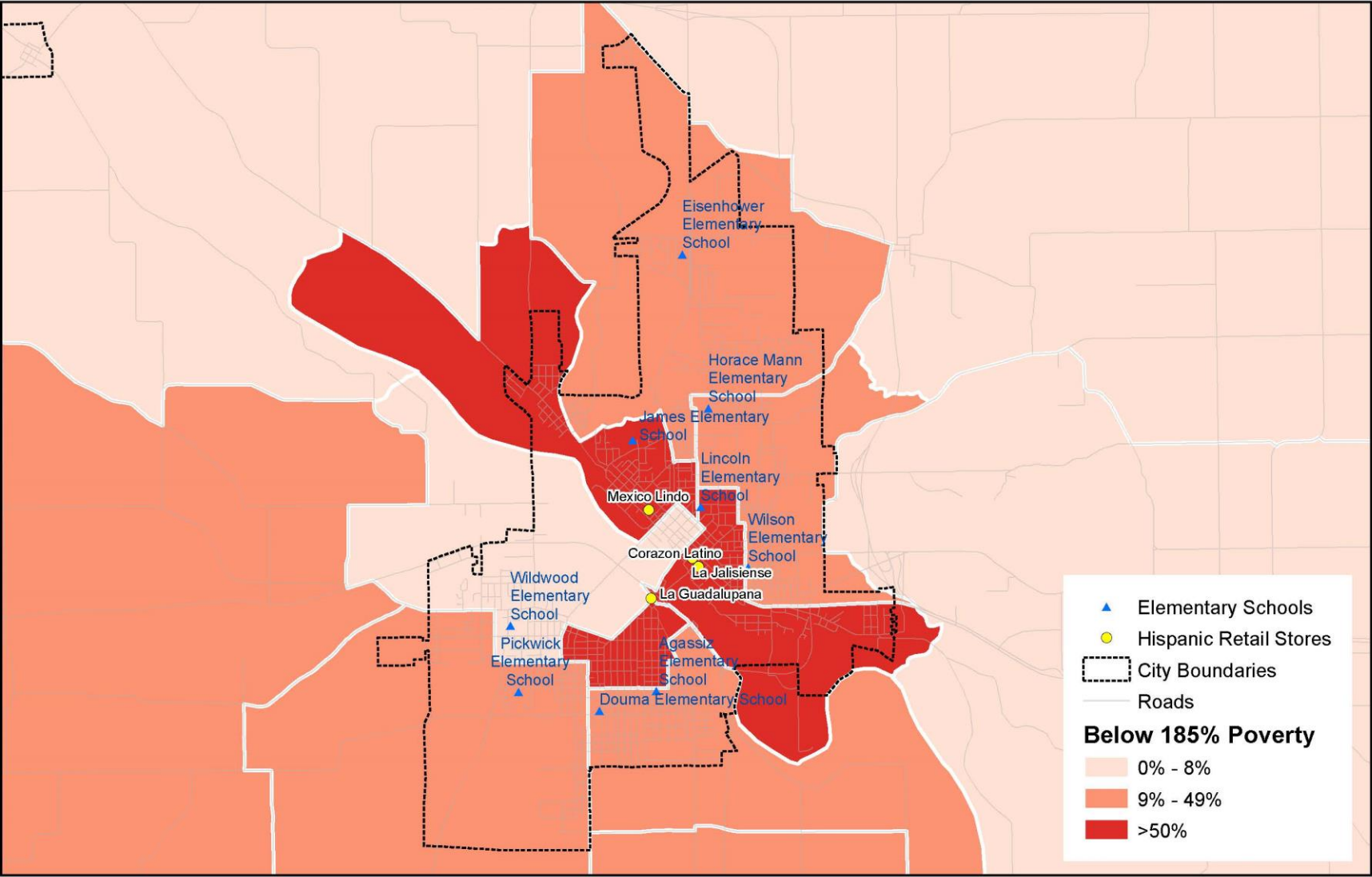
Marshalltown, IA | Population Below 185% of Poverty Threshold



Sources: Spatial data via NRGIS Library
Demographic data via US Census Bureau
American Community Survey 2014 5-year Estimates



Ottumwa, IA | Population Below 185% of Poverty Threshold



Sources: Spatial data via NRGIS Library
Demographic data via US Census Bureau
American Community Survey 2014 5-year Estimates

Note: Super Mercado Cerro Gordo and Tienda Mexican La Jalisiense are the same store. Current name is Super Mercado Cerro Gordo.

Participating Stores

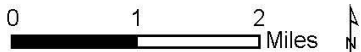
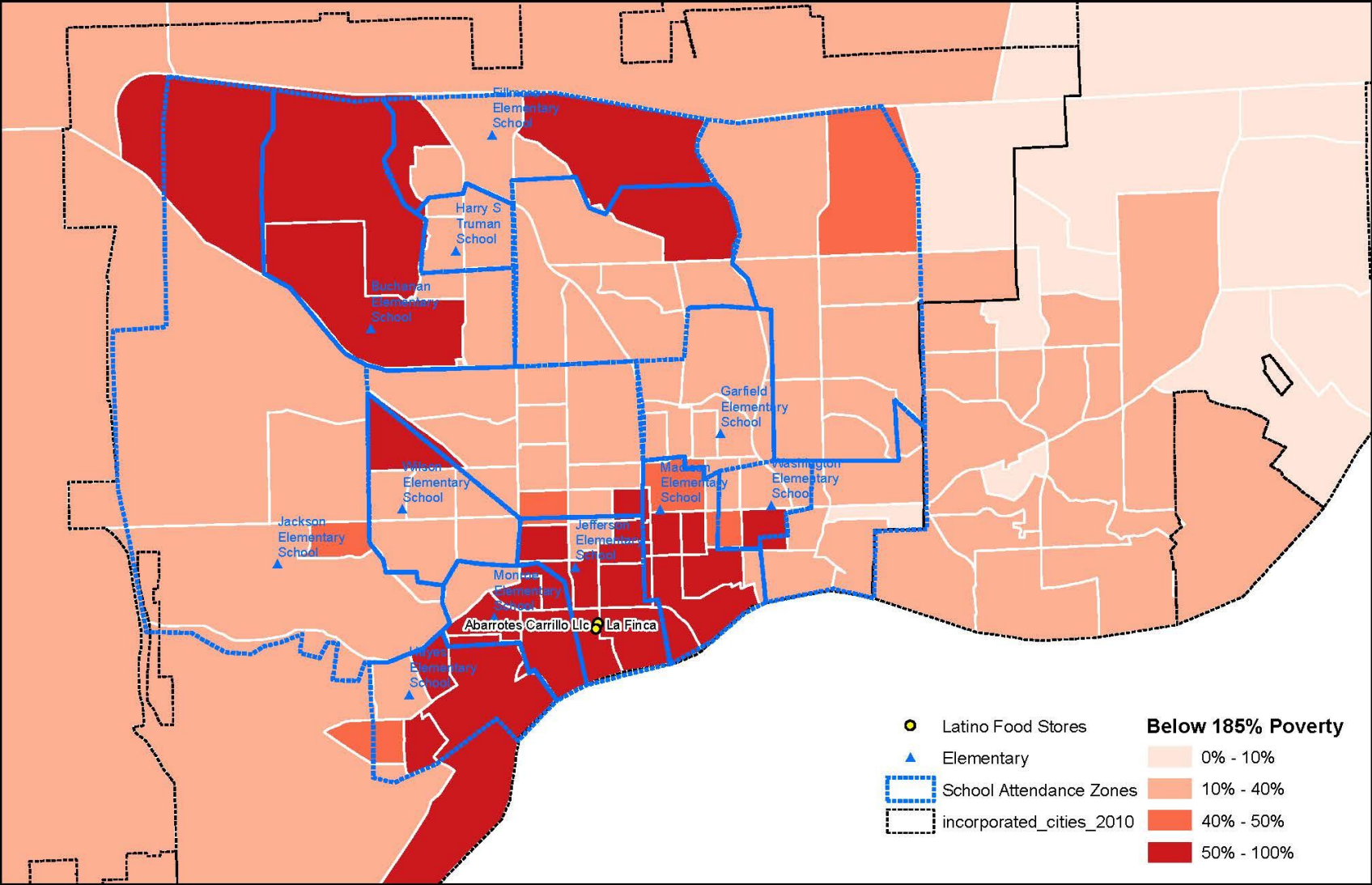
Marshalltown stores:

1. Zamora Fresh Market
2. La Vecindad
3. Abarrotes Villachuato

Ottumwa Stores:

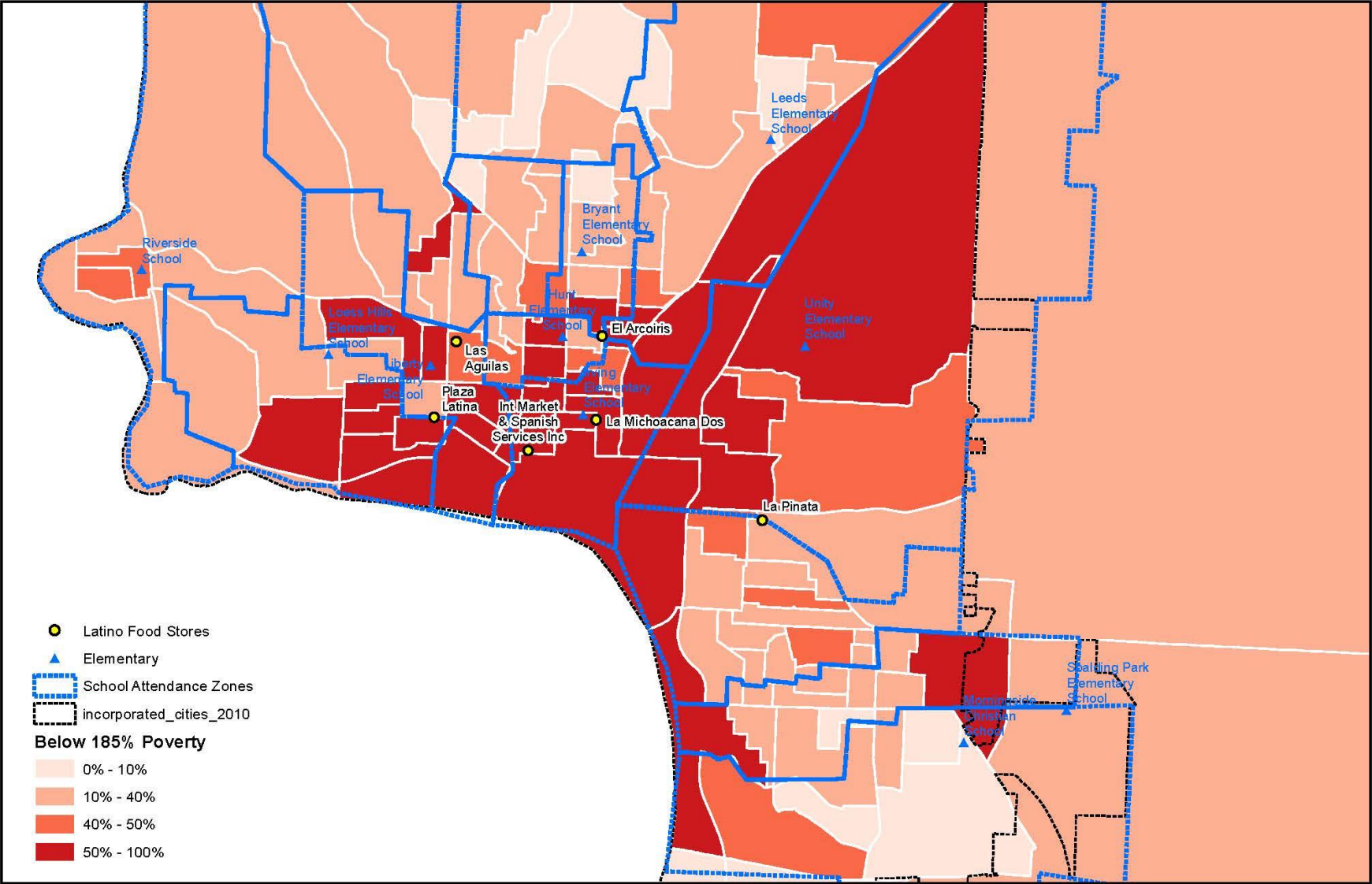
1. La Guadalupana
2. Super Mercado Cerro Grande
3. Mexico Lindo

Davenport, IA | Population below 185% of Poverty Threshold



Sources: Spatial data via NRGIS Library
Demographic data via US Census Bureau
American Community Survey 2014 5-year Estimates

Sioux City, IA | Population below 185% of Poverty Threshold



Sources: Spatial data via NRGIS Library
Demographic data via US Census Bureau
American Community Survey 2014 5-year Estimates

Identified Stores

Davenport

- Abarrotes Carillo
- La Finca

Sioux City

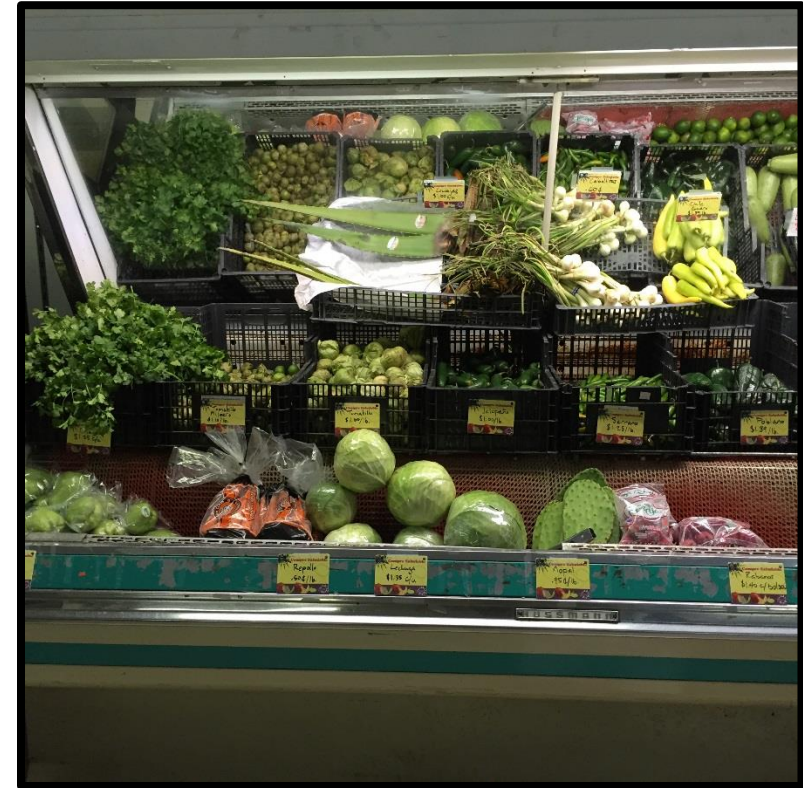
- Las Aguilas
- El Arcoiris
- Int. Market and Spanish Services, Inc.
- La Michoacana Dos
- Plaza Latina
- La Pinata

Structural Change

Before



After



Signage - Marshalltown

Before



After



Signage and Structural Change - Marshalltown

Before



After



Structural Change - Ottumwa

Before



After



Structural Change - Ottumwa



Recipe Samples



Suzy Wilson, RDN, LD

Suzy.wilson@idph.iowa.gov

(515) 725-1254

Idph.iowa.gov/inn

What is Social Marketing?

Social Marketing is a process that uses traditional marketing principles and techniques to influence citizen behaviors that benefit society as well as the individual.

Changing Citizen Behaviors

Education • Marketing • Law



W EVANS SCHOOL OF PUBLIC POLICY & GOVERNANCE
UNIVERSITY of WASHINGTON

evans.uw.edu/centers-projects

